

WHAT IS CLAIMED:

1. A method of providing text on a printed surface of a printed product comprising the steps of
applying a contrast panel to the printed
5 surface by printing the contrast panel onto the printed surface, and

forming information within or on the contrast panel, with the contrast panel forming a contrast with respect to the information so that the information can be
10 easily seen and read.

2. The method as defined in Claim 1 wherein the step of forming information within or on the contrast panel comprises the step of printing the information onto
15 the contrast panel.

3. The method as defined in Claim 1 wherein the step of forming information within or on the contrast panel comprises forming blank areas within the contrast
20 panel, with the blank areas forming the information.

4. The method as defined in Claim 1 wherein the contrast panel is partially transparent.

25 5. A method of providing text on a printed surface of each of a plurality of printed products comprising the steps of

conveying the printed products along a path of travel in an overlapping imbricated stream and such that
30 a border region of each printed product is exposed by the imbricated overlap, while

printing a contrast panel onto the exposed border region of each printed product, and while
forming information within or on each contrast

panel, with the contrast panel forming a contrast with respect to the information so that the information can be easily seen and read.

5 6. The method as defined in Claim 5 wherein the printing step comprises printing the contrast panel onto the printed surface of each printed product as it passes a first printing station along the path of travel, and the forming information step comprises printing the
10 information onto the contrast panel of each printed product as it passes a second printing station along the path of travel.

15 7. The method as defined in Claim 5 wherein the forming information step includes forming blank areas within the contrast panel, with the blank areas forming the information.

20 8. A method of providing text on each of a plurality of printed products having printing thereon, comprising the steps of

conveying the printed products along a path of travel in an overlapping imbricated stream and such that a border region of each printed product which has
25 printing thereon is exposed by the imbricated overlap, while

printing a partially transparent contrast panel onto the border region of each printed product so as to overlie at least a portion of the printing on the border
30 region, and so as to allow the printing on the border region to be seen therethrough, and while

forming information within or on each printed contrast panel which forms a contrast with respect to the contrast panel so that the information can be easily seen

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and read.

9. The method as defined in Claim 8 wherein
the forming information step comprises printing the
5 information onto the contrast panel.

10. The method as defined in Claim 8 wherein the forming
information step comprises forming blank areas within the
contrast panel during the printing step.

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11. An apparatus for providing text on a
printed surface of each of a plurality of printed
products comprising

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a conveyor system for conveying the printed
products along a path of travel in an overlapping
imbricated stream and such that a border region of each
printed product is exposed by the imbricated overlap,

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printing means disposed along the path of
travel for printing a contrast panel onto the exposed
border region of each printed product and for forming
information within or on each contrast panel, with the
contrast panel forming a contrast with respect to the
information so that the information can be easily seen
and read.

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12. The apparatus as defined in Claim 11
wherein the printing means comprises a first printing
station disposed along the path of travel for printing
the contrast panel, and a second printing station
30 disposed along the path of travel downstream of the first
printing station for printing the information onto the
contrast panel.

13. The apparatus as defined in Claim 11

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wherein the printing means comprises a printing station disposed along the path of travel which acts to print each contrast panel with blank areas, with the blank areas forming the information.

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14. The apparatus as defined in Claim 11 wherein the conveyor system comprises a plurality of clamps arranged one behind the other in the conveying direction for gripping respective ones of the printed products.

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